

000200" TEF 15650

PATH A: SOURCE TO ARS



FIG. 4a

PATH B: ARS TO SOURCE



FIG. 4b

PATH C: SOURCE TO ADVERTISER



FIG. 4c

PATH D: ADVERTISER TO SOURCE



FIG. 4d

PATH E: ARS TO ADVERTISER (OPTIONAL)



FIG. 4e

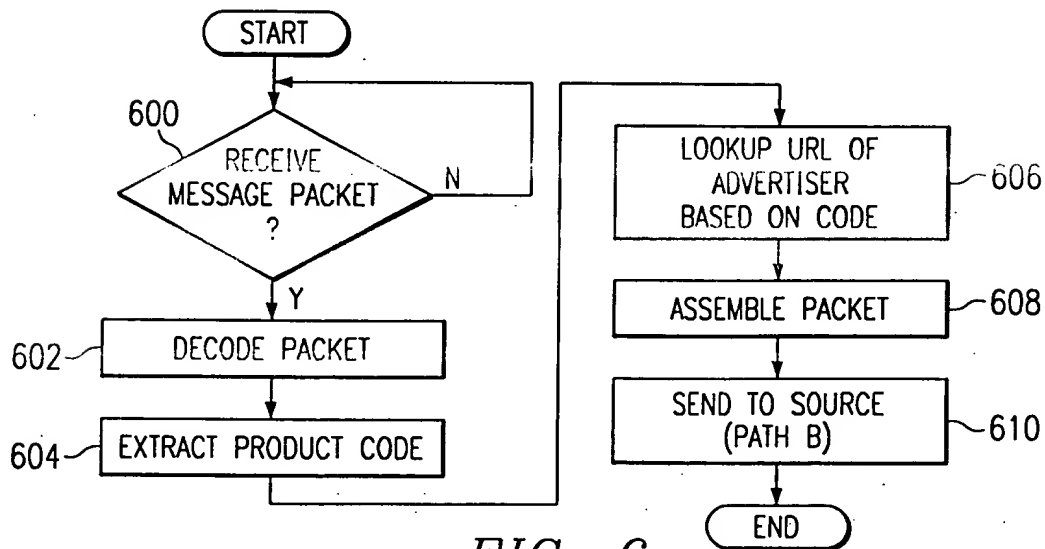


FIG. 6

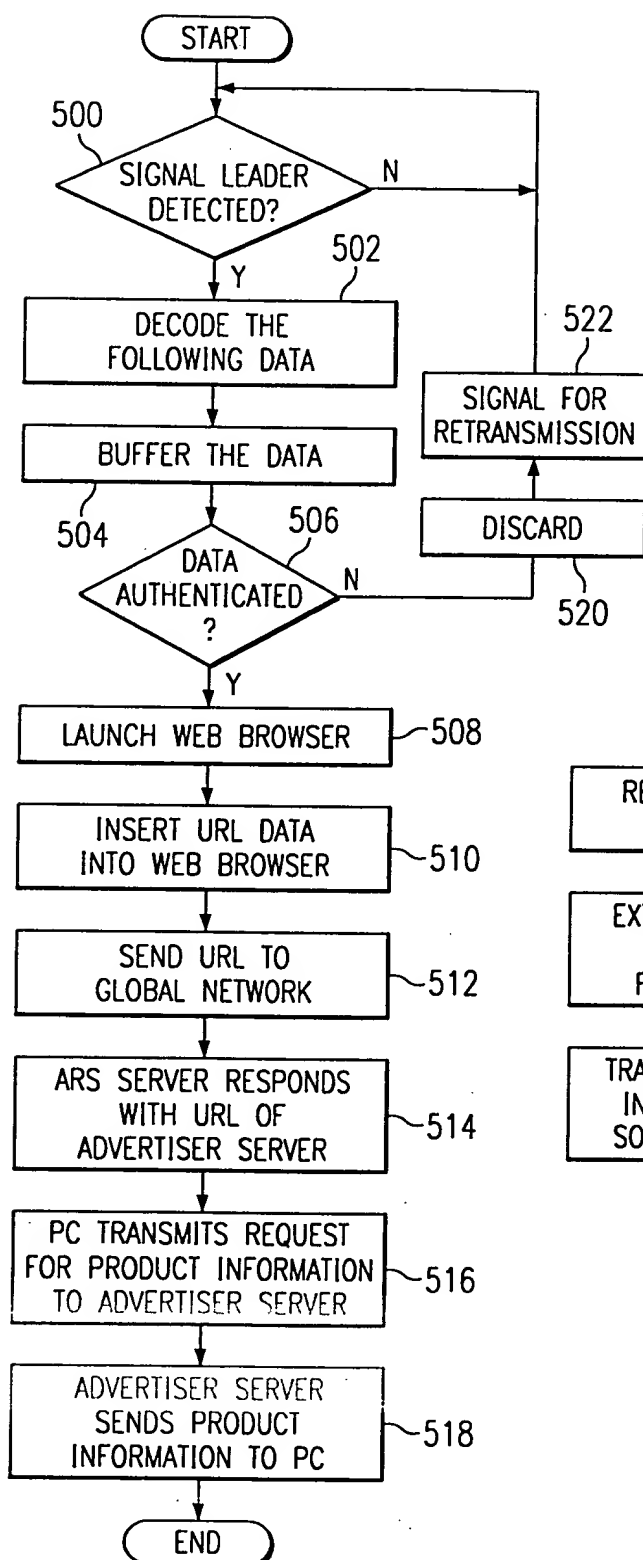


FIG. 5

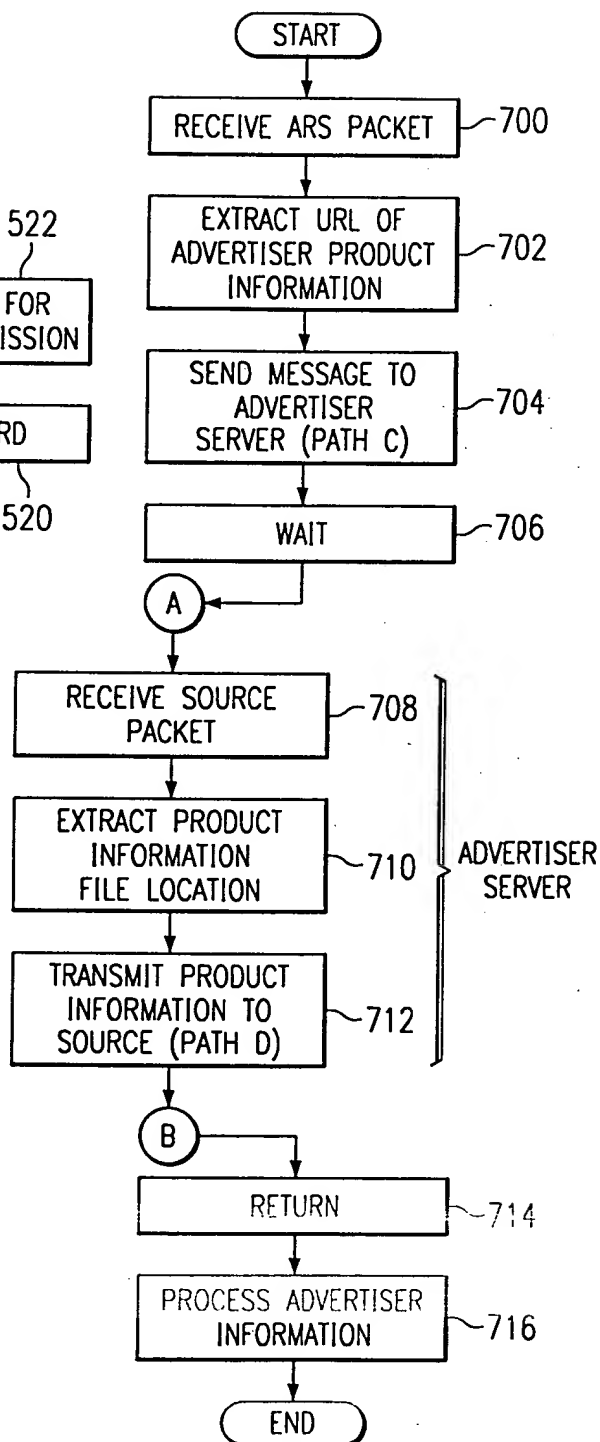
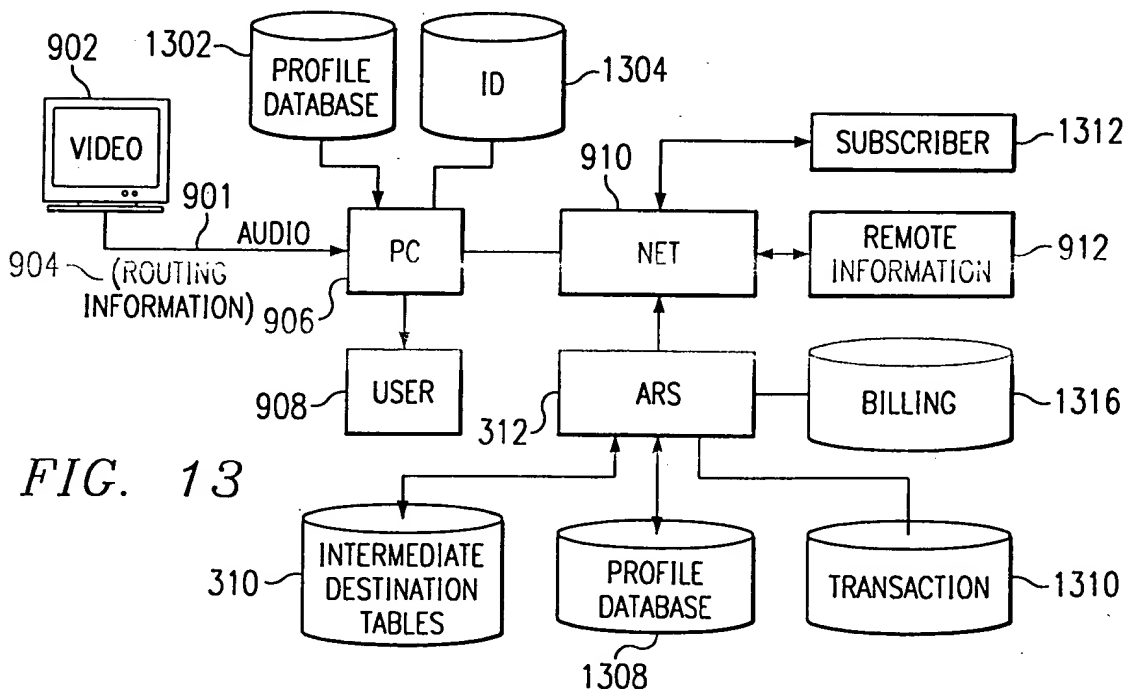
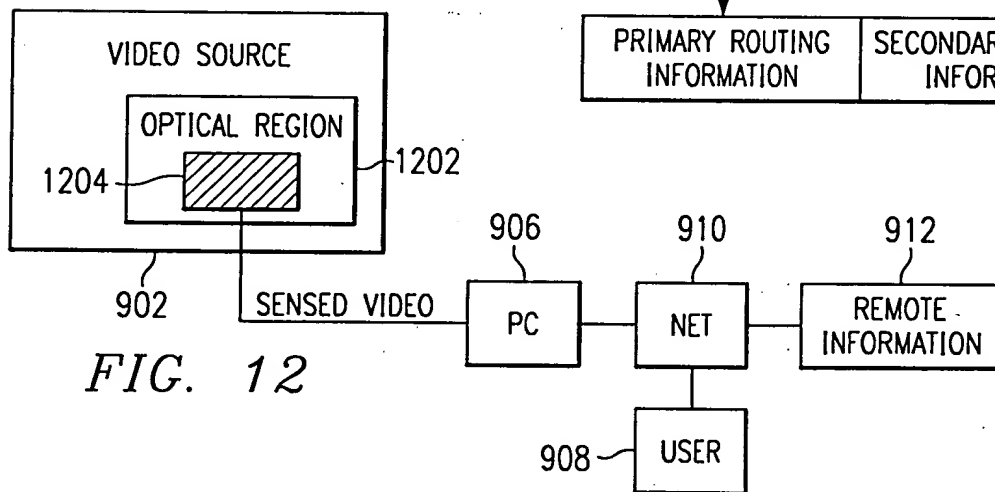
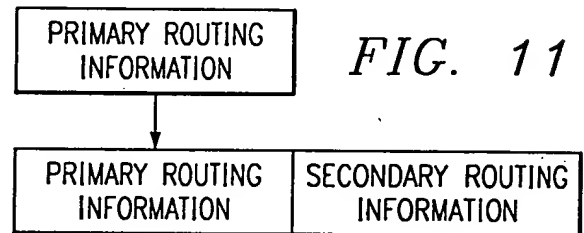
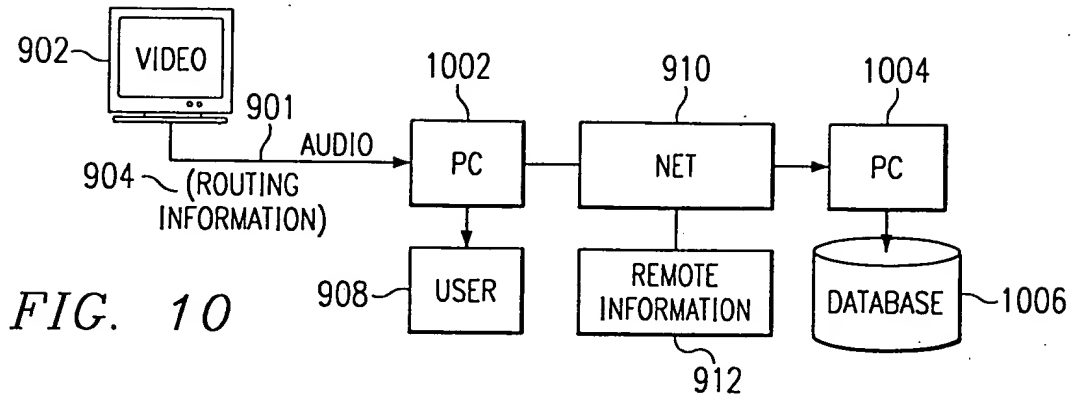


FIG. 7



OPEN PAGE _____
USE HYPERTEXT PROTOCOL _____
URL OF ARS _____
ALLOW VARIABLE APPENDING _____
APPENDED VARIABLE (e.g., UPC CODE) _____
CARRIAGE RETURN - TRANSMIT DATA _____





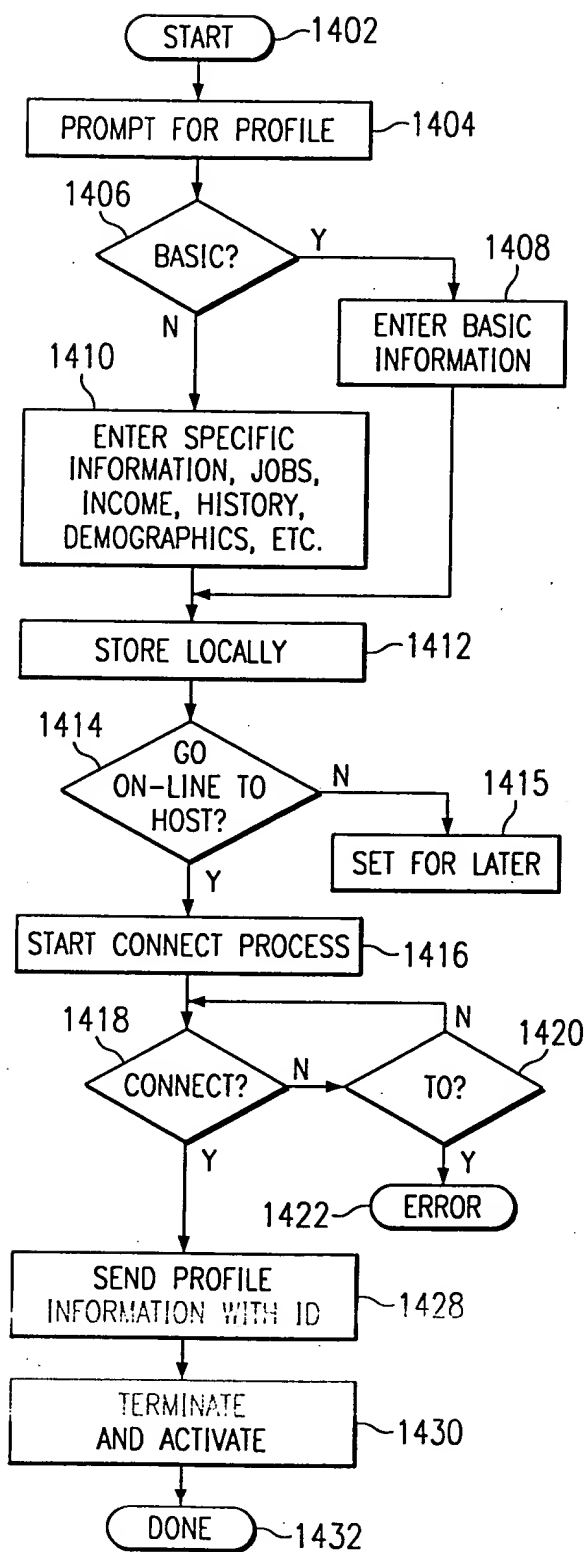


FIG. 14

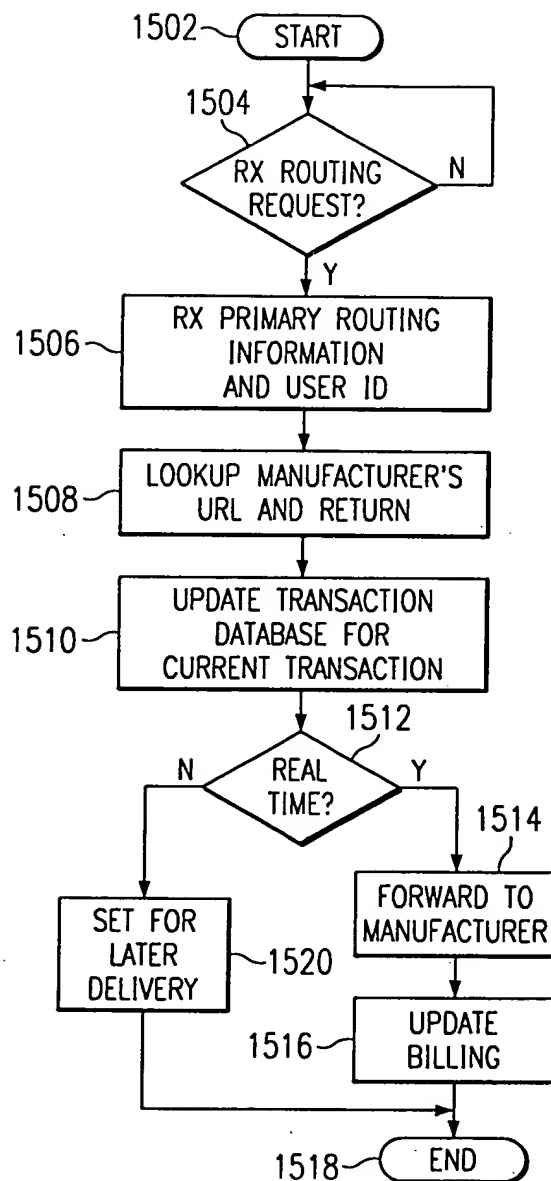


FIG. 15

FIG. 16

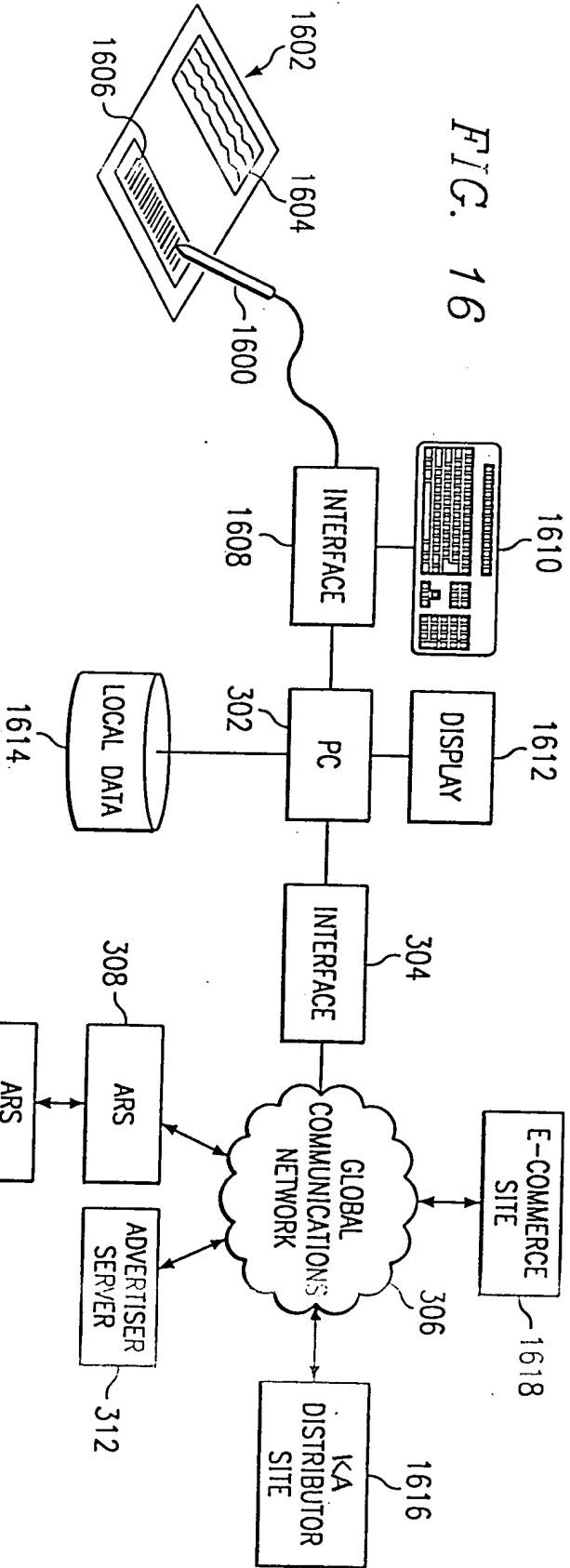


FIG. 17

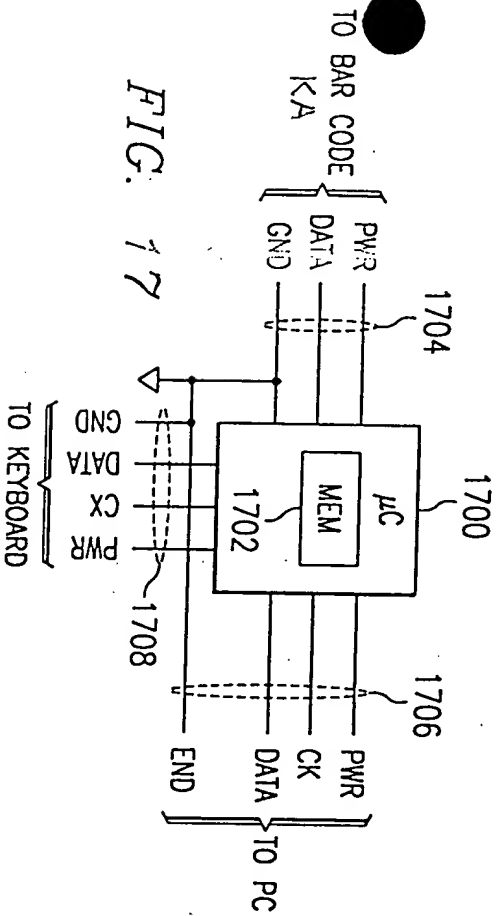


FIG. 18

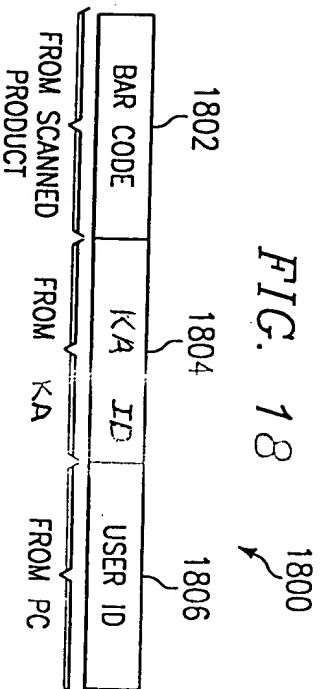


FIG. 19

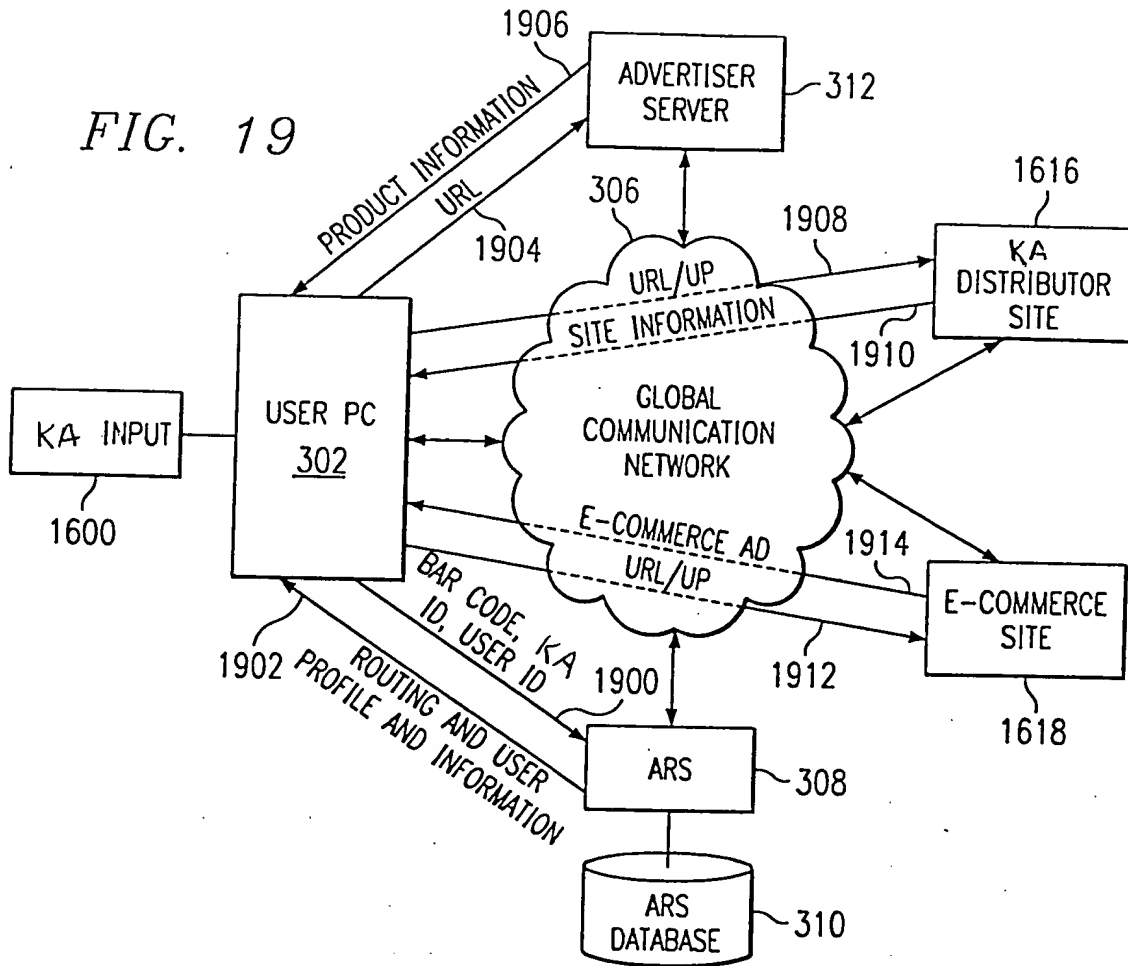


FIG. 20

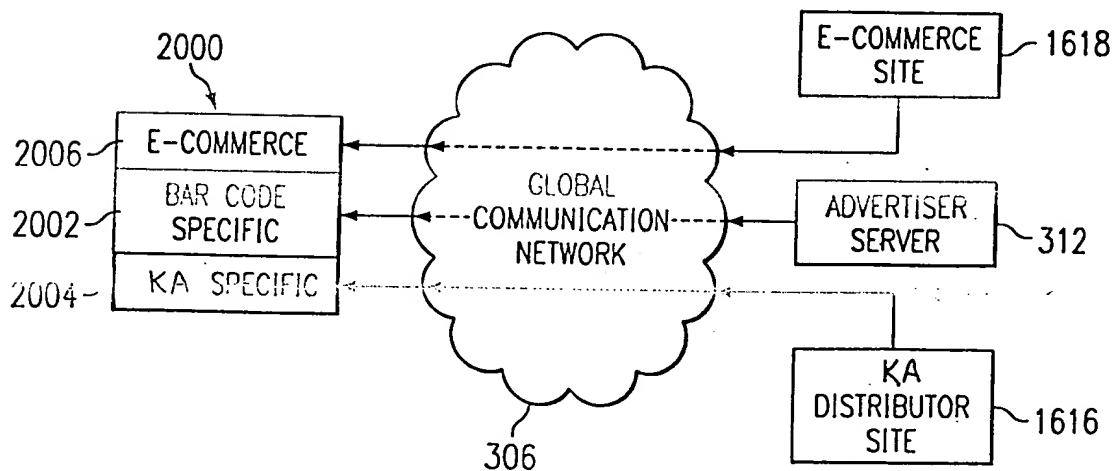


FIG. 21

ARS DATABASE
2100

2102 PRODUCT		2104 KA		2106 USER	2108 E-COMMERCE	
BAR CODE	ROUTE	ID	DISTRIBUTOR	PROFILE	BAR CODE	INFORMATION

FIG. 22

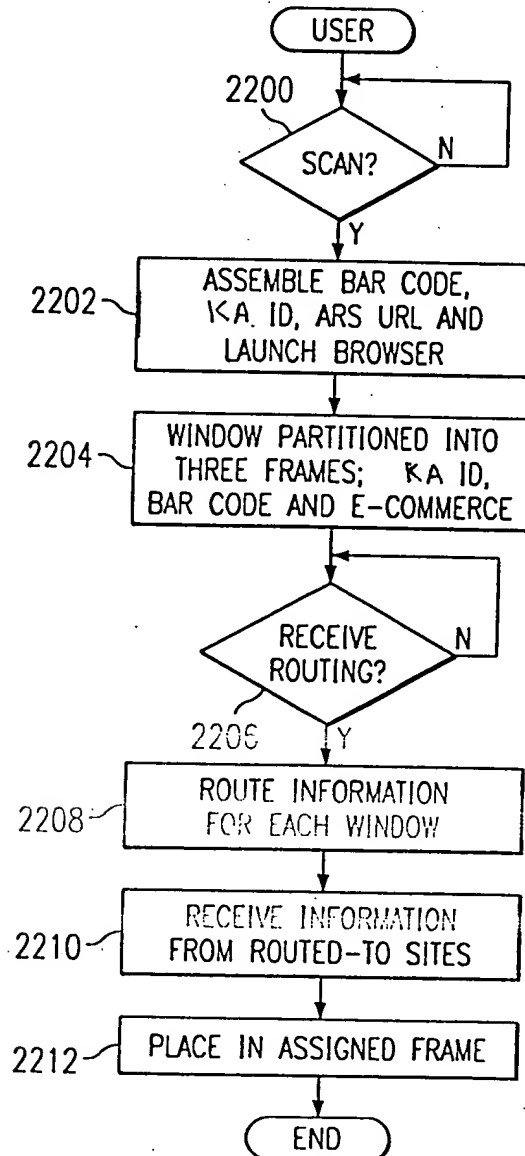


FIG. 23

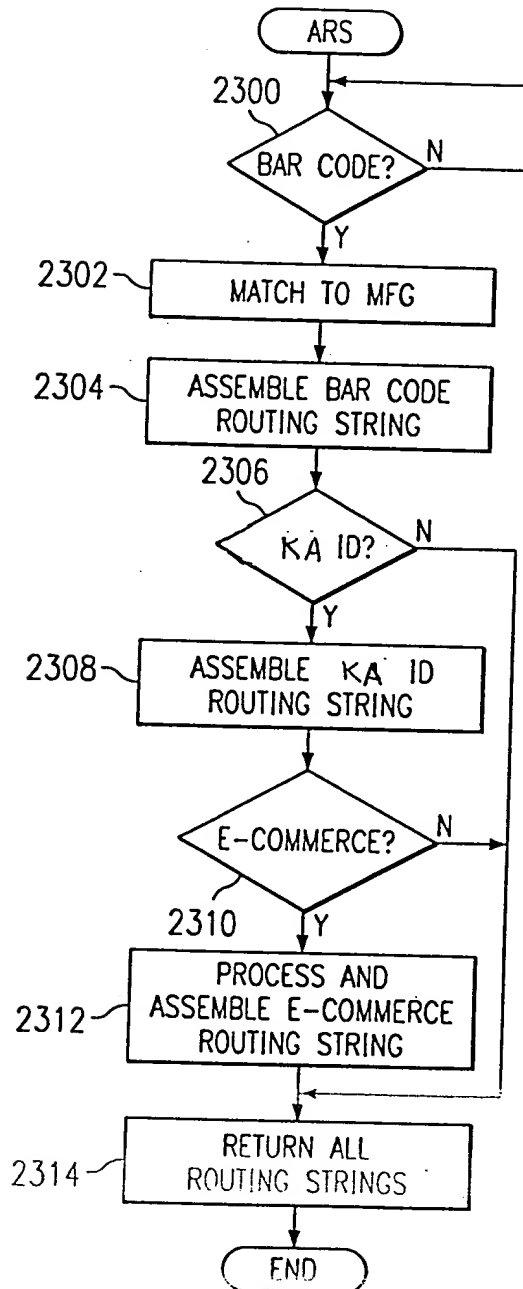


FIG. 24

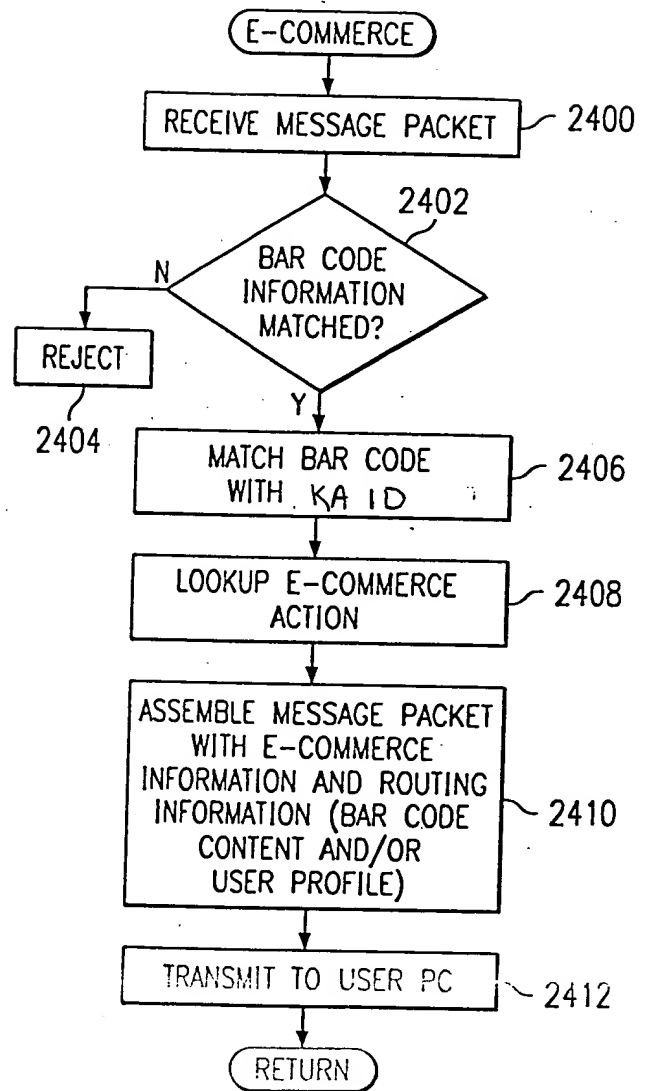


FIG. 25

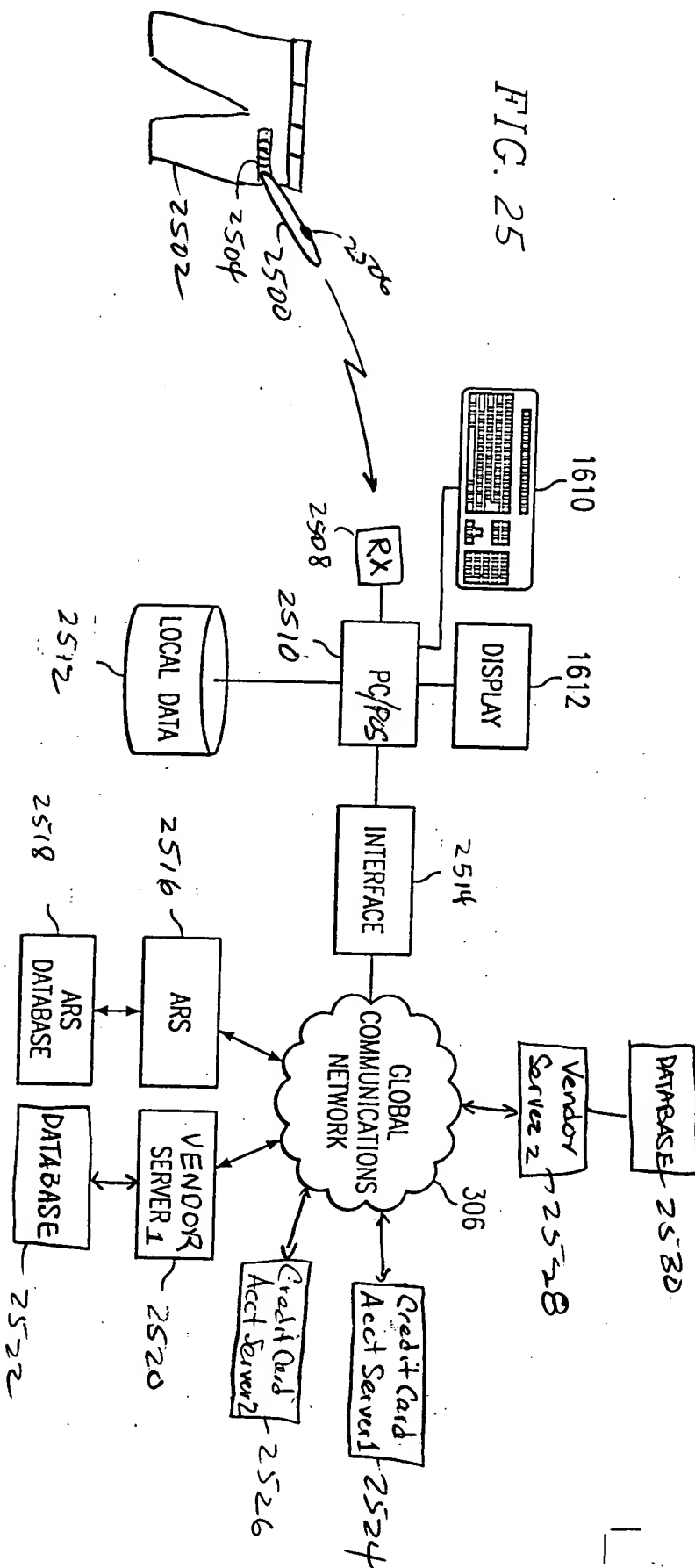
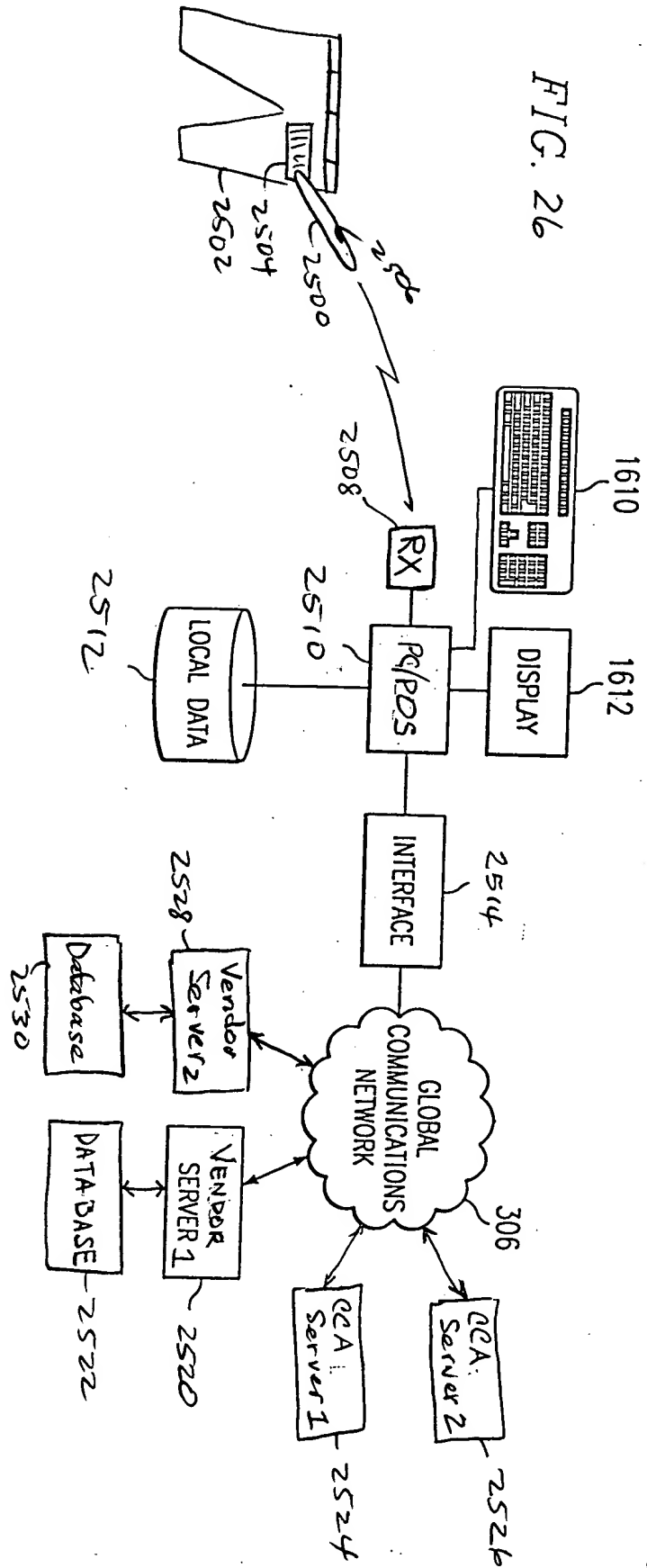


FIG. 26



09597434.000000

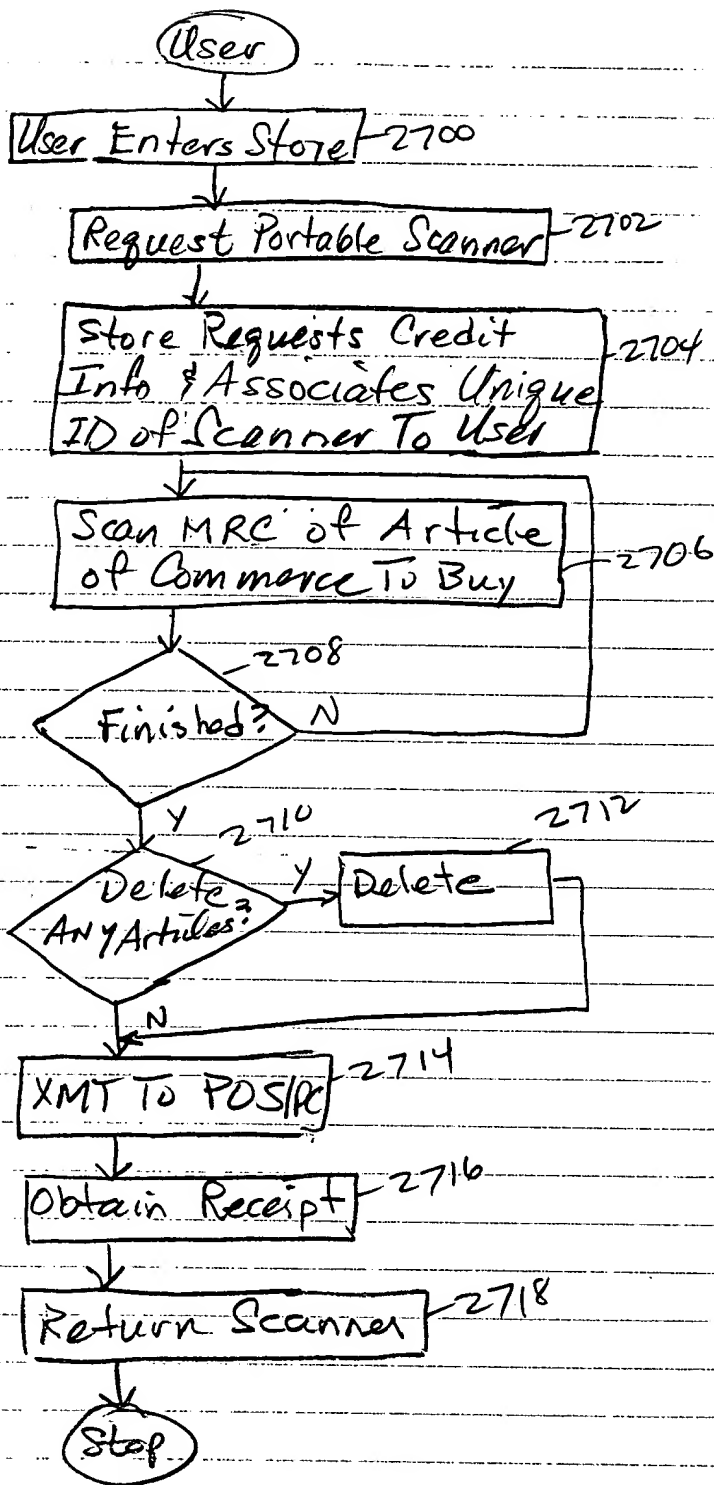


FIG. 27

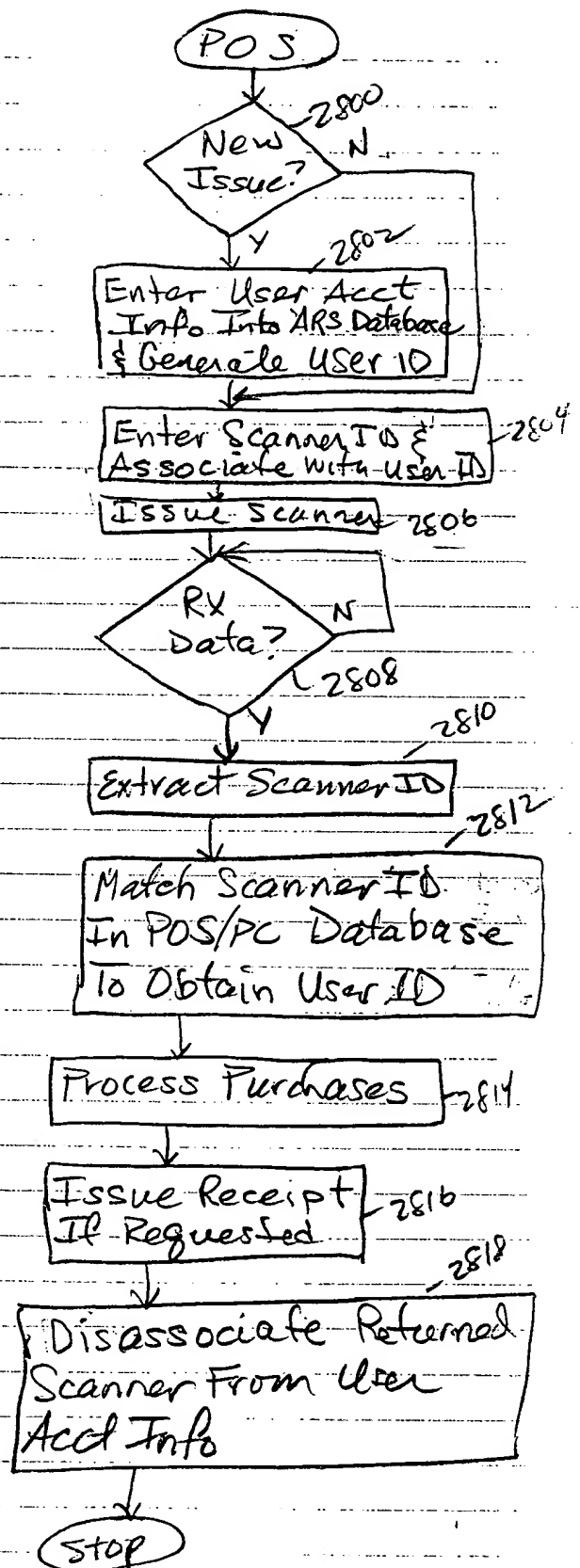


FIG. 28

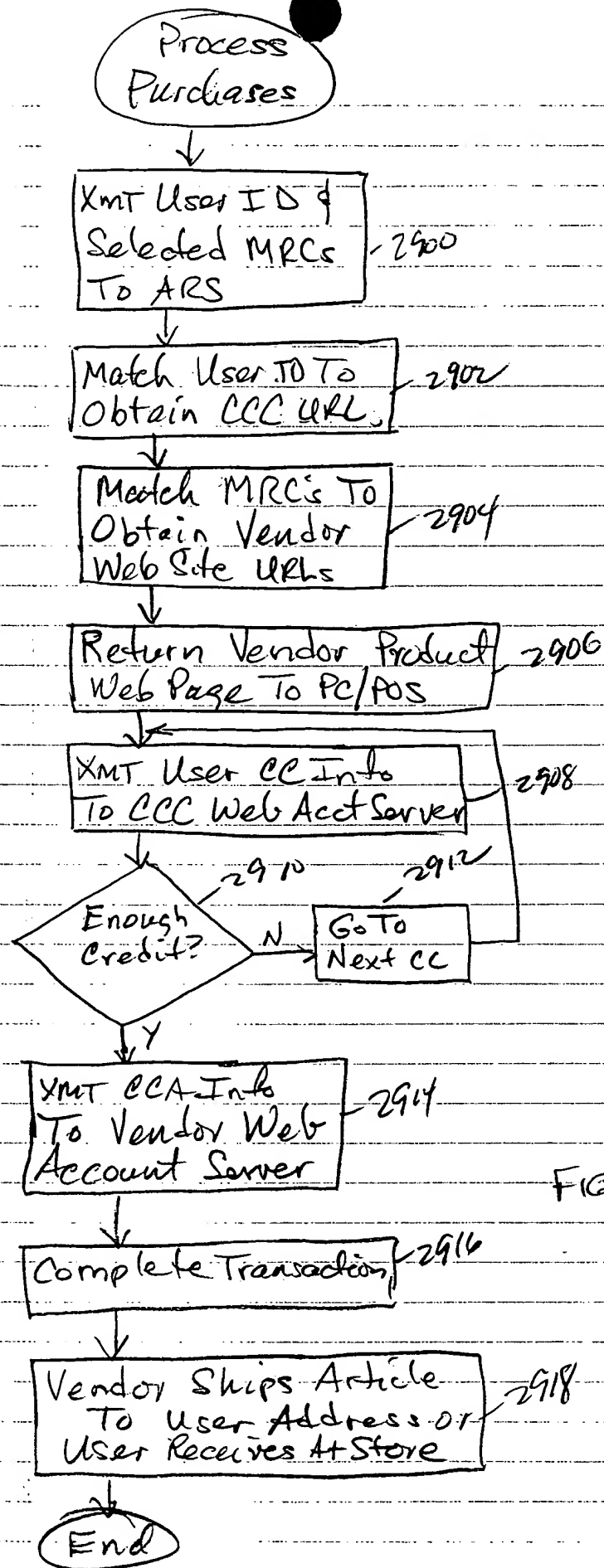
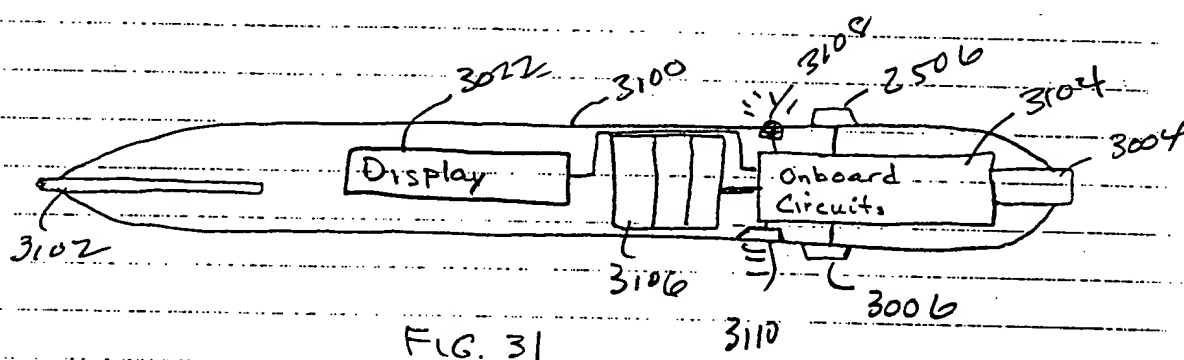


FIG. 29

Hand-drawn block diagram of a system architecture. The diagram shows a central CPU connected to various components. On the left, a Display is connected to the CPU via a line labeled 3022. Below the CPU is a Mem block connected via 3002, and a Batt block connected via 3024. To the right of the CPU is a Mod block connected via 3000, which is further connected to a Tx block via 3010. Above the CPU is a Read Indicator block connected via 3008. Below the CPU is a Scanner Head block connected via 3004. The CPU is also connected to a power source (represented by a battery symbol) via 3006. The Tx block is connected to an RX block via 3014. The RX block is connected to a Demod block via 3018. The Demod block is connected to a monitor and a keyboard (represented by a box with two horizontal lines) via 3020. The monitor is labeled 1612 and the keyboard is labeled 2510. The entire system is labeled 2500 at the top right.



MRC Data	User ID	Account Info	Vendor URL	CC1 URL	CC2 URL